

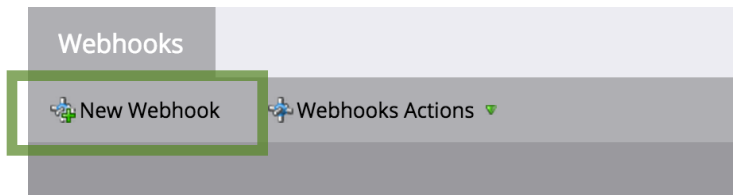
Step 1

Create a Yiftee “Reward.” Every “Reward” can be customized to align with the goals of any campaign. You have the flexibility to define: Gift Value, Gift Item, Expiration Period, Reminder Frequency.



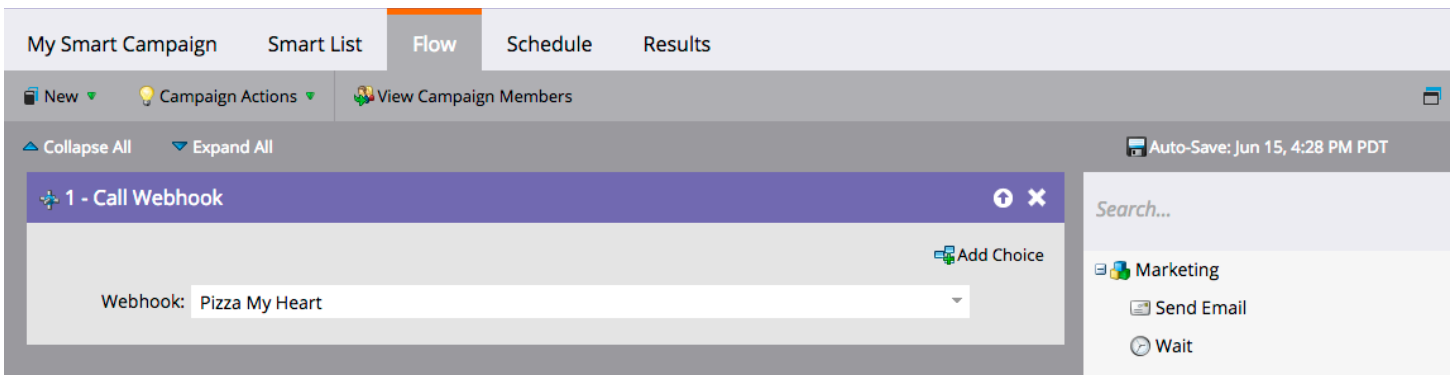
Step 2

Create a Webhook that ties to your reward by copying and pasting from Yiftee to Marketo.



Step 3

Add the Webhook to your Marketo Campaign.



Step 4

Set up Yiftee to log Marketo activity.

The image shows a Marketo lead record for John Smith. The record is displayed in a table format with columns for ID, Date/Time (PDT), Activity Type, and Detail. The record is dated June 30, 2015, and has 3 items. The activity type is "Share Content" and the detail is "Yiftee". A green arrow points from the "Yiftee" detail to a callout box on the right.

ID	Date/Time (PDT)	Activity Type	Detail
210	Jun 30, 2015 3:26 ...	Share Content	Yiftee
209	Jun 30, 2015 3:25 ...	Share Content	Yiftee
208	Jun 30, 2015 3:13 ...	New Lead	Lead name: "John Sr

OPENED: John is viewing your gift at Pizza My Heart!